

Message Text

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PAGE 01 MILAN 01905 020203Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----026361 021001Z /20
R 011252Z DEC 77
FM AMCONSUL MILAN
TO USDOC WASHDC

INFO SECSTATE WASHDC 5728
AMEMBASSY ROME
AMEMBASSY BELGRADE
AMCONSUL ZAGREB

UNCLAS MILAN 1905

FROM TRADE CENTER

COMMERCE FOR MILLER AND LINDSTROM (BIC/OIM)

STATE FOR EUR/EE AND EB/OCA

SUBJ: MILAN INTL MARKETING CENTER (IMC), FY79 - EXHIBIT SCHEDULE

1. FOLLOWING IS RECAP OF MILAN IMC SCHEDULE FOR FY 79 WHICH
ALSO NOW REFLECTS OUR PREFERRED DATES FOR VARIOUS EVENTS.
BELIEVE IT ALSO USEFUL AT THIS POINT TO EMPHASIZE SERIOUS
SCHEDULING CONFLICT AFFECTING ZAGREB EVENT PLANNED FOR SEP 79.

1978
OCTOBER 3-7 NUCLEX, BASEL (IMC SHOW)
OCT 31-NOV 4 "ANTINQUINAMENTO" (POLLUTION CONTROL)
OFFSITE ON MILAN FAIRGROUNDS

1979
JAN 23-26 "ELETTRONICA 79" (MFBSP OF ELECTRONIC
COMPONENTS AND EQUIPMENT, AT CENTER)

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FEB 16-19 "HI-FI USA" (MFBSP AT CENTER)

MAR 13-16 COMMERCIAL AND INDUSTRIAL SECURITY EQUIPMENT (AT CENTER)

MAY 8-11 "EDP USA" (AT CENTER)

MAY 19-27 "GEC79" - WORLD EXHIBIT OF PRINTING, PUBLISHING

PAPER AND PULP INDUSTRIES (OFFSITE ON MILAN FAIRGROUNDS.)

2. MILAN IMC SCHEDULE FOR FY 79 HAD BEEN PLANNED TO CONCLUDE IN SEP 1979 WITH MACHINE TOOL EVENT IN ZAGREB. HOWEVER WE ARE NOW INFORMED THAT MAJOR, EUROPE-WIDE BINNENIAL MACHINE TOOL SHOW "EMO" WILL BE HELD IN MILAN DURING OCT 79. IN OUR OPINION EMO WOULD CAUSE SERIOUS SCHEDULING CONFLICT RULING OUT SUCCESSFUL PROCUREMENT FOR ANY MACHINE TOOL SHOW BEING SCHEDULED FOR ZAGREB IN THE PREVIOUS MONTH OR ANY TIME 6 MONTHS BEFORE OR AFTER THIS IMPORTANT SHOW. THEREFORE ESSENTIAL THAT COMMERCE AND EMBASSY BELGRADE URGENTLY DECIDE ON ALTERNATE EVENT AND THEME FOR FY 79 EVENT IN YUGOSLAVIA. CENTER WOULD BE MORE THAN HAPPY TO SUPPORT SHOW ANYWHERE IN YUGOSLAVIA ON ANY VIABLE THEME. ONLY CAVEAT HOWEVER IS TIMING; BECAUSE OF COMPRESSED AND FIXED NATURE OF MUCH OF OUR FY 79 SCHEDULE (PARA 2), WE WOULD MUCH PREFER THAT ALTERNATE YUGSLAV EVENT BE SLOTTED FOR APRIL, JUNE OR SEP 79. PLEASE ADVISE.FINA

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